

CLAIMS

We claim:

- 1) A method of providing to a user computer connected to a network an advertisement for a network browser session, the method comprising the steps of:
 - a) requesting a new network data stream for display in the first network browser session;
 - b) serving up to a second network browser session an advertisement data stream previously stored in the memory of the user computer connected to the network thereby forming an advertisement;
 - c) downloading to the user computer, from a server on the network, the requested new network data stream which is viewable in the first network browser session;wherein, the advertisement is served up while the new network data stream is being downloaded to the user computer, the advertisement data stream was downloaded onto the memory of the user computer prior to the step of requesting a new network data stream, and the first and second network browser sessions are the same session or different sessions..
- 2) The method of claim 1 further comprising the step of:
 - a) storing the advertisement data stream in the memory of the user computer while waiting for a previous network data stream to download to the computer or while a previous network data stream was displayed in the browser session;which step occurs prior to the requesting step.
- 3) The method of claim 2, wherein the first and second network browser sessions are the same. .
- 4) The method of claim 3, wherein the window of the network browser session is a multi-frame window, and step c) comprises the step of serving up to one or more frames of the multi-frame window the advertisement data stream previously stored in the memory of the user computer connected to the network.
- 5) The method of claim 4, wherein the one or more frames that contain the served up advertisement data stream together comprise at least a major portion of the window of the network browser session.
- 6) The method of claim 2, wherein the first and second network browser sessions are different.
- 7) The method of claim 6, wherein the window of the second network browser session

comprises a multi-frame window, and step c) comprises the step of serving up to one or more frames of the multi-frame window the advertisement data stream previously stored in the memory of the user computer connected to the network.

- 8) The method of claim 7, wherein the one or more frames that contain the advertisement data stream together comprise at least a major portion of the window of the second network browser session.
- 9) The method of claim 6, wherein the window of the second network browser session comprises a single frame window.
- 10) The method of claim 9, wherein the advertisement comprises at least a major portion of the single frame window.
- 11) The method of claim 2 further comprising the step of:
 - a) requesting from a server on the network a second advertisement;
which step occurs concurrently with or after completion of the step of downloading of the requested new network data stream.
- 12) The method of claim 11 further comprising the step of:
 - a) storing the second advertisement data stream in the memory of the computer and deleting the first advertisement from the memory of the computer;
which step occurs after initiation of the step of requesting the second advertisement.
- 13) The method of claim 11, wherein the requested network data stream comprises software language that requests the second advertisement.
- 14) The method of claim 1, wherein the requested network data stream comprises software language that requests the second advertisement.
- 15) The method of claim 2 further comprising the step of:
 - a) activating one or more links in the advertisement.
- 16) The method of claim 1 further comprising the step of:
 - d) serving up to the first network browser session the requested network data stream, which step can occur after step b) or step c).
- 17) An electronic advertising system comprising:
 - a) plural network servers, at least a first server of which includes plural advertisement (BA) data streams stored in a first memory and at least a second server of which includes plural

- network data streams in a second memory; and
- b) plural user computers, each of which comprises a third memory, a display component, a browser program, and an integrated circuit and each of which comprises a respective first BA data stream in the third memory; wherein,
 - c) the plural servers and plural user computers form a network;
 - d) the browser program and central processing unit can process BA data streams and network data streams for display; and
 - e) the browser program of a first user computer serves up the first BA data stream to a window for display as a first advertisement during the approximate period of time that occurs between when the first user computer requests a second network data stream from the second server and the second network data stream is completely downloaded onto the first user computer.
- 18) The system of claim 17, wherein the first BA data stream is replaced with a second BA data stream obtained from the first server after the second network data stream has been completely downloaded or while the second network data stream is being downloaded onto the user computer.
- 19) The system of claim 17, wherein at least one of the plural network data streams comprises embedded code identifying a specific BA data stream to be downloaded onto the user computer.
- 20) The system of claim 17, wherein at least one of the plural network data streamss comprises embedded code requesting an unspecified BA data stream to be downloaded onto the user computer, wherein the unspecified BA data stream belongs to a specific genus, group, subgroup, class and/or subclass of BA data streams.
- 21) The system of claim 17, wherein the browser program is displaying at least two windows, a first window of which includes the first advertisement and a second window of which includes the first or second network data streams.
- 22) The system of claim 17, wherein the browser program is displaying a single window comprising the first advertisement or the first or second network data streams.
- 23) The system of claim 22, wherein the first advertisement is included in the window approximately until the point in time that the second network data stream is ready for display.

- 24) An electronic advertisement for a network, wherein the advertisement comprises one or more advertisement portions displayed in a window of a browser program of a user computer and the advertisement is:
- a) displayed in the window during the approximate period of time beginning about when the user computer requests a first network data stream from a network server and ending about when the first network data stream is downloaded onto the user computer and is ready for viewing as a first network data stream in the same or a different window of the browser; and
 - b) created from an advertisement data stream previously stored in the memory of the user computer, the advertisement data stream having been obtained from a network server prior to the point in time in which the user computer requests the first network data stream, wherein the advertisement portion is viewable, audible or a combination thereof.
- 25) The advertisement of claim 24, wherein the advertisement comprises a major portion of the window.
- 26) The advertisement of claim 24, wherein the first network data stream and the advertisement are in two different windows.
- 27) The advertisement of claim 24, wherein the first network data stream and the advertisement are in the same window.
- 28) The advertisement of claim 24, wherein at least one of the plural network data streams comprises embedded code identifying a specific BA data stream to be downloaded onto the user computer.
- 29) The advertisement of claim 24, wherein at least one of the plural network data streams comprises embedded code requesting a BA data stream but not identifying a specific BA data stream.
- 30) The advertisement of claim 24, wherein the BA data stream is a data stream cluster comprising two or more data stream types selected from the group consisting of html file, text file, graphics file, executable script, java script file, active-X file, flash file, multimedia file, video file, music file, audio file, CGI script, macro-media director file, Real file, QuickTime file, mpeg file, tiff file, gif file, pdf file, MIDI file, and plug-in file.
- 31) A method of advertising on a network comprising the steps of:

- a) providing at least one first network server comprising a first memory having a plurality of advertisement (BA) data streams stored therein;
- b) providing at least one second network server comprising a second memory having a plurality of network data streams stored therein, wherein at least one of the network data streams includes a BA activation code;
- c) providing at least one user computer comprising a third memory, an integrated circuit unit, a browser program and a display component;
- d) submitting a request from the user computer to the second network server for a first network data stream that includes a BA activation code;
- e) downloading the requested first network data stream from the second network server to the user computer such that a first network data stream is displayed in a first window of the browser program and;
- f) submitting a request to the first network server for a first BA data stream, wherein the request is initiated by the BA activation code; and
- g) downloading the first BA data stream from the first network server to the user computer such that the first BA data stream is stored in the third memory, wherein the first and second windows are the same or different.

32) The method of claim 31 further comprising the steps of:

- h) submitting a request from the user computer to the second network server for a second network data stream that optionally includes a BA activation code;
- i) serving up the first BA data stream stored in the third memory to the browser program such that an advertisement is viewable in a second window of the browser program;
- j) downloading the requested second network data stream from the second network server to the user computer such that a second network data stream is displayed in the first window of the browser program; and
- k) displaying the requested second network data stream at a higher status than the advertisement.

33) The method of claim 32 further comprising the steps of:

- l) submitting a request from the user computer to the first network server for a second BA data stream, wherein the request is initiated by a BA activation code embedded in second

network data stream; and

m) downloading the second BA data stream from the first network server to the user computer such that the second BA data stream is stored in the third memory .

34) The method of claim 32, wherein the first and second windows are different windows and the first window remains open and the second window is closed.

35) The method of claim 32, wherein the first and second windows are stacked and are different windows and the first window is anterior to the second window.

36) The method of claim 32, wherein the first and second windows are tiled and are different windows and the first window is superior to the second window.

37) The method of claim 32, wherein the first and second windows are the same.

38) The method of claim 37, wherein the content of the network data stream is superior to the content of the BA.

39) The method of claim 32, wherein the third memory of the at least one user computer comprises a second BA data stream prior to the step d).

40) The method of claim 39 further comprising the steps of:

h) replacing the second BA data stream with the first BA data stream.

41) The method of claim 40 further comprising the steps of:

i) submitting a request from the user computer to the second network server for a second network data stream that optionally includes a BA activation code;

j) serving up the first BA data stream stored in the third memory to the browser program such that an advertisement is viewable in a second window of the browser program;

k) downloading the requested second network data stream from the second network server to the user computer such that a second network data stream is viewable in the first window of the browser program; and

l) displaying the first window at a higher status than the second window.

42) The method of claim 41 further comprising the steps of:

m) submitting a request from the user computer to the first network server for a third BA data stream, wherein the request is initiated by a BA activation code embedded in second network data stream; and

n) downloading the third BA data stream from the first network server to the user computer

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